

MEGAN SAPNAR ANKERSON

Department of Communication Studies, The University of Michigan
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4/26/17

EDUCATION

- Ph.D. (2010) University of Wisconsin-Madison
Media and Cultural Studies, Department of Communication Arts
Minor in Technology Studies
Dissertation: *Dot-Com Design: Cultural Production of the Commercial Web in the Internet Bubble (1993-2003)*
Advisor: Michael Curtin
- M.A. (2002) Georgetown University, Washington, DC
Communication, Culture, and Technology
Thesis: *The Code Looks Back: Flash Software, Virtual Spectators, and the Interactive Image*
Advisor: Matthew Tinkcom
- B.A. (1996) Loyola University Maryland, Baltimore, MD
Communication (Advertising concentration)

ACADEMIC APPOINTMENTS

Assistant Professor, Department of Communication Studies, University of Michigan, Fall 2010 – present

Associate Lecturer, Department of Communication Arts, University of Wisconsin-Madison, 2006 – 2008

Adjunct Instructor, Department of Communication, Loyola University Maryland, 1997 - 2003

RESEARCH INTERESTS

Media, culture and digital studies; internet and web history; software studies; visual culture; design and production cultures; cultural industries, comparative media histories, feminist technoscience studies

PUBLICATIONS

BOOKS

Ankerson, M.S. *Dot-com Design: The Rise of a Usable, Social, Commercial Web*. Under contract with NYU Press. (Expected publication, 2018)

JOURNALS

Co-editor of *Internet Histories* (Taylor and Francis, 2017). New international journal launched with Niels Brügger, Gerard Goggin, and Valerie Schaffer

JOURNAL ARTICLES

Murray, S.A. and M.S. Ankerson. (2016). "Lez Takes Time: Designing Lesbian Contact in Geosocial Networking Apps." Special Issue: "Queer Technologies in Communication," *Critical Studies in Media Communication*. Eds. Katherine Sender and Adrienne Shaw

Ankerson, M.S. (2015). "Social Media and the 'Read-Only' Web: Reconfiguring Social Logics and Historical Boundaries," *Social Media + Society*. 2(1): 1-12. DOI: 10.1177/2056305115621935

Ankerson, M.S. (2012). "Writing Web Histories With an Eye on the Analog Past." *New Media and Society*. 14(3): 384-400

Sapnar, M. (2002). "From Text Effects to Canned Goods: Identity Construction and Visual Codes in the Flash Development Community," *NMEDIAC: The Journal of New Media and Culture*. Winter 1:1

BOOK CHAPTERS

Ankerson, M.S. (Under contract). "Digital Regeneration: The Wayback Machine and Technologies of Collaborative Memory." *Materializing Memories: Dispositifs, Generations, Amateurs*. Eds. Susan Aasman, Andreas Fickers, Jo Wachelder. Bloomsbury

Ankerson, M.S. (Under contract). "Periscopic Regimes of Live Streaming: Media Witnessing in the Platform Era," *Appified*. Eds. Jeremy Morris and Sarah Murray. University of Michigan Press

Ankerson, M.S. (2015). "Read/Write the Digital Archive: Strategies for Historical Web Research," in *Digital Confidential*. Eds. Eszter Hargittai and Christian Sandvig. Cambridge, MA: MIT Press. 29-54

Ankerson, M.S. (2013). "Collaboration and Co-Creation in Networked Environments: An Interview with Molly Wright Steenson," in *Companion to Media Authorship*. Eds. Derek Johnson and Jonathan Gray

Ankerson, M.S. (2010). "Industries, Economies, Aesthetics: Mapping the Look of the Web in the Dot-com Era." *Web History*. Ed. Niels Brügger. Aarhus: Peter Lang

Ankerson, M.S. (2009). "Historicizing Web Design: Software, Style, and the Look of the Web," in *Convergence Media History*. Eds. Janet Staiger and Sabine Hake. New York: Routledge. 191-203

Sapnar, M. (2002). "New Media Literature: A Roundtable Discussion on Aesthetics, Audiences, and Histories," *NCI Spring/Summer*: 90-91

ELECTRONIC PUBLICATIONS

Ankerson, M.S. (2014) "How Coolness Defined the World Wide Web of the 1990s." *The Atlantic*. 15 July
<http://www.theatlantic.com/technology/archive/2014/07/how-coolness-defined-the-world-wide-web-of-the-1990s/374443/>

Ankerson, M.S. (2014) "Celebrating 25 years of Global Hypertext: World Wide Web!#♥@." *Antenna: Responses to Media and Culture*. Academic Blog. 12 Mar. Online at
<http://blog.commarts.wisc.edu/2014/03/12/celebrating-25-years-of-global-hypertext-world-wide-web>

Ankerson, M.S. (2014) "Google's Aesthetic Turn: One Simple Beautiful Useful Google." *Antenna: Responses to Media and Culture*. Academic Blog. 13 Jan. Online at
<http://blog.commarts.wisc.edu/2014/01/13/googles-aesthetic-turn-one-simple-beautiful-useful-google/>

Ankerson, M.S. (2012) "A Personal Reflection on Investing, Archives, and the Socio-Economics of Electronic Literature." *Dotcom Histories*. Website. <http://dotcomhistories.com/e-lit/>

Ankerson, M.S. (2009) "The Post-TV Era." *Antenna: Responses to Media and Culture*. Academic Blog. 11 Dec. Online at <http://blog.commarts.wisc.edu/2009/12/11/the-post-tv-era/>

Sapnar, M. and Ingrid Ankerson. (2006). "Cruising." Multimedia artwork. *Electronic Literature Collection Volume 1*. Eds. N. Katherine Hayles, Nick Montfort, Scott Rettberg, and Stephanie Strickland. Maryland: Electronic Literature Organization

Sapnar, M. (2002). "The Letters Themselves: An Interview with Ana Maria Uribe," in *The Iowa Review Web*. Feb. Online at <http://www.uiowa.edu/~iareview/tirweb/feature/uribe/uribe.html>

Sapnar M. (2002). "An Introduction to the New Media Poetry of Thomas Swiss," in *NMEDIAC: The Journal of New Media and Culture*. Winter 1:1

COURSES TAUGHT

Comm 101: The Mass Media, University of Michigan, Winter 2015, Winter 2016, Winter 2017

Comm 490: Internet and Networked Culture, capstone seminar, University of Michigan, Fall 2015, Fall 2016

Comm 820: Internet Studies, graduate seminar, University of Michigan, Fall 2014

Comm 458: Critical Approaches to the Internet, University of Michigan, Winter 2013

Comm 820: New Media History and Theory, graduate seminar, University of Michigan, Fall 2012

Comm 461: Visuality & New Media, capstone seminar, University of Michigan, Winter 2011, Winter 2012, Fall 2012, Fall 2013, Fall 2014, Winter 2016, Winter 2017

Comm 365: Visual Culture & Visual Literacy, (upper-level writing requirement course) University of Michigan, Fall 2010, Winter 2011, Winter 2012, Winter 2013, Fall 2013, Winter 2015, Fall 2015, Fall 2016

COM 100: Introduction to Speech Composition, University of Wisconsin-Madison, 2008-2009

COM 365: Critical Internet Studies, University of Wisconsin-Madison, 2004 – 2008

COM 557: Contemporary Media Industries, University of Wisconsin-Madison, 2006 – 2007

COM 250: Survey of Radio, TV, Film as Mass Media, University of Wisconsin-Madison, 2003-2004

Internet and Interactive Media II, Loyola University Maryland, 2001-2003

Introduction to the Internet and Interactive Media, Loyola University Maryland, 1997-2003

CONFERENCE PRESENTATIONS

“Queering the Web Crawler: Algorithms, Automation, and the Politics of Archives” (Upcoming)
 Panel: Queer Media Mobilities
 International Communication Association
 San Diego, CA, May 2017

“Time Capsules, WayBack Machines and TimeHop Technologies: Material-Semiotic Histories of the Archive” (Upcoming)
 Panel: Buried Media
 International Communication Association
 San Diego, CA, May 2017

“The Periscopic Regime of Live Streaming: Media Witnessing in the Platform Era”
 Panel: The Parameters of ‘Television’ in the Age of Streaming
 Society for Cinema and Media Studies
 Chicago, IL, March 2017

“‘The Old Rules No Longer Apply’: Web Design and User Experience in the Dot-com Era”
 Association of Internet Researchers
 Berlin, Germany, October 2016

"From Desktop Publishing to Everyday iLife: Configuring Peripherals in the Digital Home"
 Panel: Centering on the Peripheral: Design Histories of Home Media Networks
 Society for Cinema and Media Studies
 Atlanta, GA, March 2016

“Take me back! Web history as chronotourism of the digital archive”
 “Times and Temporalities of the Web”
 International symposium, Institut des sciences de la communication
 Paris, France, December 2015

“The Improbable History Of ‘Web 1.0’: Digital Nostalgia, Time Machines, And The Collaborative Filtering Of Cultural Memory”

Panel: Technologies of the Imagination

Association of Internet Researchers

Phoenix, AZ, October 2015

Exploring “Internet Culture”: Discourses, Boundaries, and Implications

Fishbowl session

Association of Internet Researchers

Phoenix, AZ, October 2015

“Web History as Time Travel: Digital Nostalgia & Public Engagement with the Internet Archive’s WayBack Machine”

Web Archives as Scholarly Sources: Issues, Practices and Perspectives

Aarhus, Denmark, June 2015

“Lez Takes Time: Designing Lesbian Contact in Geosocial Networking”

Panel: “Towards Hook-up Apps Studies: Sexual Cultures, Digital Devices, Locative Media”

International Communication Association

San Juan, Puerto Rico, May 2015

“@ the Interface, Design Matters”

Roundtable discussion: “By Design: Material Histories of Media Interfaces and Cultures”

Flow Conference

Austin, TX, September 2014

“Making/Unmaking a Social Web: Historicizing the “Read-Only” Logic of 1990s Web Publishing”

Panel: Prefiguring social media: the culture and technology of 1990s web publishing

Social Media and the Transformation of Public Space

Amsterdam, The Netherlands, June 2014

“The Quality of ‘Cool’: Producing the Look and Feel of Early Commercial Websites”

Panel: Re-writing the Digital: Alternative Histories of New Media

International Communication Association

Seattle, WA, May 2014

“Rational Markets and Hysterical Practices: Evaluating the Gendered/Classed Discourses of Speculation and Web Design in the Dot-com Bubble”

Panel: Web History, Social Media, and Popular Memory

International Communication Association

Seattle, WA, May 2014

“Web History as Imagined Futures: The Discipline of Web Design and the Dot-com Speculative Bubble”

Society for Cinema and Media Studies

Chicago, IL, March 2014

“24 Hour Internet Spectaculars: Realtime Authorship, Visual Infrastructure, and the Archival Promise of *24 Hours in Cyberspace* (1996) and *Life in a Day* (2011)”

Society for Cinema and Media Studies

Chicago, IL, March 2013

“Designers, the Web Needs You’: Discourses of Authorship and the Rise of Commercial Web Industries”

Internet Research 13: Technology
 Association of Internet Researchers
 Manchester, England, October 2012

“Beyond Masters and Goddesses: Locating Moments of Critique and Revision in Web Design Work”

Console-ing Passions Conference
 Boston, MA, July 2012

“Artists, Integrators, Application Developers: Web Design Communities and the Production of Expertise in Historical Context”

International Communication Association
 Phoenix, AZ, May 2012

“Creating a ‘Cool’ Commercial Web: Storytelling, Sharing, and Social Media in the mid-90s”

Society for Cinema and Media Studies
 Boston, MA, March 2012

“Digital Literacies for a Software Culture”

2011 HASTAC International Conference
 Ann Arbor, MI, December 2011

“Globalizing Web Industries: National Visions and Global Collaborations in the 1990s”

Society for Cinema and Media Studies
 New Orleans, LA, March 2011

“Graphic Design, Global Media, and Filipino Identity: The Search for a Pinoy Web Aesthetic”

Internet Research 10.0 - Internet: Critical
 Association of Internet Researchers,
 Milwaukee, WI, October 2009.

“From Old to New and Back Again: Broadcast Histories, Software Studies, and the Work of Web Historiography”

International Communication Association
 Pre-conference "The Future is Prologue: New Media, New Histories?"
 University of Illinois, Chicago, May 2009

“The Creative Labor of Commercial Web Design: Community, Code, and the Cultural Production of Flash in the New Economy,”

Internet Research 9.0: Rethinking Communities, Rethinking Place
 Association of Internet Researchers
 Copenhagen, Denmark, October 2008.

“Web Industries, Economies, Aesthetics: Mapping the Look of the Web in the Dot-com Era”

Web_site Histories: Theories, Methods, Analysis
 The Center for Internet Research, University of Aarhus,
 Aarhus, Denmark, October 2008

- “Designers as Auteurs in the Dot-com Boom: Industry Logics and the Looks of the Web”
Society for Cinema and Media Studies
Philadelphia, March 2008
- “Power, Production, and Proprietary Software: Web Design Industries in the Dot-Com Boom”
Exploring New Media Worlds Conference
University of Texas A&M, March 2008
- “Historicizing Web Design: Software, Style, and the Look of the Web”
Media Histories: What are the Issues?
University of Texas at Austin, October 2007
- “The Web Can Speak, Hurray! Virtual Ventriloquism and the Online Marketing of Racial and Gendered Identities”
Console-ing Passions Conference
University of Wisconsin-Milwaukee, May 2006
- “Sound Bites! A Historiography of Audio Online 1994-2004,”
Merging Methodologies II, Conference
Northwestern University, Evanston, IL, February 2005
- “Exploring Publishing Models in New Media”
Electronic Literature State of the Arts Symposium,
University of California, Los Angeles, April 2002
- “The Muse and New Media: Hypermedia Fusions For Poets and Artists”
AWP Conference and Web Fair,
New Orleans, March 2002
- “Writing with Images: New Media in Literature Proves Poetry & Technology Are Not an Oxymoron,”
AWP Conference and Web Fair,
Palm Springs, April 2001
- "Poems that Go: Performing Multimedia Poetry Online,"
Constructing Cyberculture(s):Performance, Pedagogy, and Politics in Online Spaces
University of Maryland, April 2001
- "Kinetic Typography and Digital Literature,"
Hypertext.Narrative.Image.Flash.
Boston, Massachusetts, November 2000

INVITED KEYNOTE TALKS AND PRESENTATIONS

- “My Personal Web History: Using the Wayback Machine as a Technology of Memory.” Invited keynote for “Changing Platforms of Memory Practices” conference. University of Groningen, The Netherlands. Sep 12, 2015

“Visualizing the Invisible: Reflections on Web Archives, Historiography, and the Politics of Software.” Invited keynote for “Visualizing the Archive” conference. Ann Arbor, University of Michigan, October 2014

“Speculation, Cool Sites, and the Visual Cultures of the Internet,” invited guest at the Social Media Collective, *Microsoft Research Network*, Cambridge, MA, April 2013

“Digital tools, Storytelling, and the Web Archive,” presentation for the Digital Environments Workshop, University of Michigan, February 8, 2013

“Dot-com Design: Reflections on Coolness, Usability, and the Versioning of Web History,” Brown bag talk for the Institute for the Humanities, University of Michigan, March 6, 2012

“DEC Presents DEC: Historical Web Research,” presentation for the doctoral executive committee, School of Information, University of Michigan, February 17, 2012

Invited artist for “The Digital Arts and Electronic Literature Speaker Series,” Richard Stockton College of New Jersey, November 19, 2004

“Experiential Design: Poetry across media,” invited presenter for AIGA, the professional association for design. Washington DC, November 21, 2002

“Poems that Move: kinetic text and images in new media poetry,” invited guest for TrAce online center, October 22, 2002

Invited artist for the Electronic Literature Organization’s “Interactions Series,” which brought together featured interactive artists with humanities scholars who led discussions of works shown. University of Illinois, Chicago, October 5, 2001

HONORS AND AWARDS

University Dissertation Fellowship, University of Wisconsin-Madison Graduate School, Arts & Humanities, May 2009

University Housing Honored Instructor Award, presented by the Office of Academic Initiatives, Jan 2009

Vilas Travel Grant recipient, University of Wisconsin-Madison, December 2008

Helen K. Herman Memorial Fund Scholarship, University of Wisconsin-Madison, April 2008

McCarty Travel Award recipient, University of Wisconsin-Madison, 2007 and 2008

Communication Arts Graduate Teaching Award, University of Wisconsin-Madison, May 2007

Betty and Vance Kepley Award, University of Wisconsin-Madison, Spring 2007

McCarty Dissertation Fellowship, University of Wisconsin-Madison, June 2006

College of Letters and Sciences Teaching Fellow, University of Wisconsin-Madison Letters & Sciences, March 2006

Elizabeth Warner Risser Fellowship, University of Wisconsin-Madison, Fall 2005

McCarty Early Achievement Award, University of Wisconsin-Madison, Fall 2004

Communication, Culture, and Technology Scholarship for Academic Achievement, Georgetown University, 2000 and 2001

PROFESSIONAL SERVICE ACTIVITIES AND ASSOCIATIONS

Co-editor of *Internet Histories*, peer-reviewed international journal in development (2015 – present)

Digital Studies Advisory Board, Department of American Culture, University of Michigan 2013-present

Faculty Advisor for Digital Studies Workshop, Rackham Graduate School. 2012- present

Co-organizer, Digital Environments Cyber Infrastructure planning committee, University of Michigan 2012 - 2013

Reviewer for: MIT Press; *New Media and Society*; *Visual Studies*; *Media, Culture, and Society*; *Social Media + Society*

Assistant Editor of New Media Art, *NMEDIAC, journal of new media and culture*. 2001 - present

Member, The Association for Internet Researchers, 2006 - present

Member, Society for Cinema and Media Studies, 2007 - present

Member, International Communication Association, 2011 - present

Graduate student affiliate of the Visual Culture Center, University of Wisconsin-Madison, 2008- 2010

Founding Member, New Media Studies Collective, University of Wisconsin-Madison, 2007-2008

Conference Organizer, Merging Methodologies III Graduate Student Conference, “Of Global Concern: Media and Communications Research,” University of Wisconsin-Madison. February 10-11, 2006

Co-founder and Graduate Chair, Communications Studies Student Association, University of Wisconsin-Madison, 2005-2006

Co-founder, Managing Editor, *Poems that Go*. 2000–2005. An online journal of new media poetry that examines the intersections between image, text, motion, sound, and code. (www.poemsthatgo.com)

NEW MEDIA ART

Tapes (2004) a performance piece for two voices that combines film, animation, and live reading. Performed for the Electronic Literature Speaker Series at the Richard Stockton College of New Jersey, November 2004.

Say the Word (2002) a study of hearing, sound, and perception, interactive multimedia for CD-ROM. Presented at the Electronic Literature Speaker Series at the Richard Stockton College of New Jersey, November 2004

Cruising (2001) Presented at the AWP Conference in New Orleans, March 2002 and as part of the ELO Interactive Reading Series, Chicago, October 2001. Published in Volume 1 of the *Electronic Literature Collection* (2006), Maryland: Electronic Literature Organization. Selected for inclusion in an exhibit for the Library of Congress, 2013

Figure 5 Media Series (2001) a cross-media commentary on William Carlos Williams poem and Charles Demuth's image in new media. Presented at the ELO State of the Arts Symposium in L.A, April 2002

Representatives (2001) an interactive poem that investigates sound and color in a narrative between two voices in telephone conversation. Presented as part of the ELO Interactive Reading Series, Chicago, October 2001

Car Wash (2000) an experimental new media poem incorporating found sounds, digital video and animation. Featured at Words & Beats New Media Shorts Festival in London, UK, October 2000, and in Gnovis, the online journal of Georgetown University's Communication, Culture and Technology program

Pushkin Translation (2000) an interactive multimedia translation of Alexander Pushkin's short verse. Presented at *Hypertext.Narrative.Image.Flash* in Boston, November 2000, and at Constructing Cyberculture(s): Performance, Pedagogy, and Politics in Online Spaces at the University of Maryland, April 2001